

# DIGITAL

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## DIGITAL LEADS DEVELOPMENT OF FIRST OSF PRODUCT

Digital's desktop strategy is simple: develop and sell the best . . . and integrate the rest.

We do this by basing our desktop environment on international standards together with new hardware, DECwindows applications, DECwindows applications that our partners are providing, and heterogeneous operating systems environments that we support.

The Open Software Foundation (OSF), of which Digital is a founding organisation, has announced its first product – a User Environment Component called 'OSF/Motif' that features the on-screen 'behaviour' of Microsoft's Presentation Manager and on-screen 'appearance' of Hewlett-Packard's CXI.

Digital's Desktop strategy is simple: develop and sell the best, and integrate the rest.

More importantly, OSF/Motif is a hybrid of our XUI Toolkit and User Interface Library (UIL), making it a major win for Digital and for customers, application developers and the OSF.

Digital's XUI is tightly integrated with the X Window System and won out against 38 other submissions. It received excellent reviews at OSF user meetings because it offers excellent performance, is 'portable' to many major hardware platforms, and is available today. ●

## HAPPY HOLIDAY

Everyone at *Digital* would like to wish our readers an enjoyable Easter this month. Whether you observe the festival of Christ's Resurrection or not, make the most of the public holiday and please take care if travelling. ●



THE FROZEN ICE DESERT of Antarctica, where precipitation levels can be less than that of the Simpson Desert, is home to this colony of Emperor Penguines and their baby chicks.

## PIONEERING THE BIG ICE

In the month of March and with the heat of summer still lingering, it's not unusual for us to think of cool breezes and chilled drinks. What better time to cast our thoughts to the frigid continent of Antarctica?

Twenty-six hundred kilometres (1615 miles) from Hobart and 3700 kilometres from Christchurch, Antarctica is twice the size of Australia. It is almost completely covered and surrounded by a permanent barrier of ice that contains 70 % of the world's fresh water – yet it is the driest continent on Earth. It's also where the world's lowest air temperature (-89.6 C.) and highest wind speed (over 320 kph) have been recorded.

Harsh weather like that exacts a high price from scientists and support staff (cooks, electricians and engineers), and the computers that researchers use. It is not uncommon, for example, that computers

operate in three distinct temperature zones simultaneously aboard ships used in Antarctic research. Because heating requires so much energy – and because hot air rises – the floor of a ship's room can be below freezing, while air at the ceiling can top 38 degrees C. (100 degrees F.) . . . leaving waist height the only 'comfortable' zone.

Conditions are somewhat more hospitable at permanent Antipodes land bases, some of them established in the 1950s, but even here computers can face similar problems. On page 6 we look closer at the humans and machines that work together on the Big Ice. ●



## OVERVIEW: AN INTERVIEW WITH BRUCE RYAN

Ten years ago, Bruce A. Ryan joined Digital as the Regional Sales Manager of a fledgling international operation comprising Mexico, Brazil, the Caribbean and Japan. A decade later he is Digital's Vice President, Sales and Marketing for the more than 40 countries that make up the General International Area\* (GIA).

Overseeing Sales and Marketing operations in nations as diverse as Canada and China, Japan and Jamaica is a complex task requiring a great deal of travelling. Based at Acton (AKO), Bruce reports to GIA Manager Dick Poulsen and visits SPR a minimum of four times a year.

An articulate straight-talker who sails, skis and flies for relaxation, and who makes success his business, Bruce Ryan gave us this interview during his most recent visit, in January.

*Welcome to summertime in SPR, Bruce.*

Thank you. It's always a pleasure to be here, but coming in January is even more of a pleasure – even though it takes a day or two for me to thaw out.



*How's Digital doing?*

Very well. As a company, there's no doubt that we are doing well in an industry that's becoming more and more competitive.

From the perspective of financial resources, organisational infrastructure, increasing market share and revenue growth, and a very strong product range that we've recently added to and will continue to expand in the months ahead, Digital is very well positioned. That's not to say, however, that we should not be always looking for ways to improve productivity.

**"GIA's success hinges on that of SPR, which is a very large part of GIA. We're all in this together."**

*How's GIA doing?*

GIA is also doing well. We've made nearly all of our significant measurements and are continuing to meet our challenges. Our success, coupled with Europe's sustained high performance, has resulted in most of Digital's business now coming from the international arena.

We are truly an international company, and GIA's success hinges on that of SPR, which is a very large part of GIA. We're all in this together.

*How's the immediate future look?*

Every quarter is a stretch for all of us, but the remainder of FY89 looks good and we're just about on plan – but we've still got a big job to do.

The market continues to rapidly change in nature – which is one of the things that makes our business so exciting. As a company we've gone from a supplier of tools to systems, and now to applications that provide enterprise-wide solutions.

Today we are selling into very complex environments. The future is full of change and opportunity. We all have to develop new ways to meet the challenges that the nature of our industry poses.

*In other words, increasing our productivity?*

Absolutely. Each of us needs to make certain that we're maximising the considerable resources Digital has.

For some time now, GIA and SPR have experienced very high growth rates. As you know, here in SPR we've grown faster than the Region's computer industry each and every year. Those high growth rates sometimes caused inefficiencies because we were focused more on the overall infra-structure of our expanding business than we perhaps were on improving productivity with the investments we'd made.

Today the accent is on balancing Digital's revenue and expense plans to produce the desired result, which is profit. To do this we must strive for productivity gains at all levels and, at the same time, keep a watchful eye on expenses.

# digital

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*How can employees best contribute to productivity gains?*

Firstly by being mindful of the productivity issue. I'm sure everyone can see opportunities to make things work more effectively, and we need all employees to look for those opportunities and then pass on their good ideas.

*Increasing productivity isn't just a matter of controlling expenses?*

Expense control is a big piece of increasing productivity, but when I think of productivity gains I think of getting more out of what we have: how do we make our Sales and Service organisations work more effectively? What kind of tools, support and infrastructure do we need in order to make the job of selling Digital's products and services easier?

Productivity is so important that we have established a GIA group that's dedicated to the entire issue of productivity – the tools, support and training we need, and how to put them together to make us more efficient.

*Is this process of self-examination something new?*

No, we've always done it, but in pieces. What we're doing now is taking a systematic look at the whole productivity picture, putting the pieces together to understand where our greatest returns on investment are, and where we can best minimise risk.

*The financial marketplace is a high priority on your agenda this visit. Is banking and finance one of those high-return industries?*

That's right. A few years ago we restructured all of Digital to give us a more industry-oriented focus. The reason we did that was to get into new markets.

Financial services was one at that point in time that we were particularly interested in and, since then, we've made some very large investments in all of the major money markets of the world – New York, Tokyo, London and here in Sydney with the Australian Stock Exchange, for example. The banks in Australia and New Zealand are very large, very visible and we can see lots of potential.

*You said that Digital is truly an international company. How do we adapt to individual governments and local cultures?*

It's always been a philosophical tenet of the company to be a good citizen in all countries we operate in, but it becomes very difficult when one attempts to be all things to all people, in all countries. You just can't do that. So, what we try to do is to come up with programs that satisfy our corporate interests as well as those of the countries in which we operate and our employees. A case

**"Each of us needs to make certain that we're maximising the considerable resources Digital has."**

in point is the Partnership for Development Agreement with the Australian Government. We've worked hard on that and there's been some very high-level contact. Why do we do it? Because the spirit of partnership is very important to us in Australia – as it is in New Zealand and in every country we do business in.

*Bruce, thanks for speaking with us.*

Thank you. ●

\*The worldwide business entity that is Digital consists of operations in the US, Europe, and the General International Area (GIA). The six Regions within GIA – SPR, Canada, the Far East, Japan, India and Latin America/Caribbean – represent 70 % of earth's population.

## DECIDING ON EASTER

Did you know that the celebration of Easter is believed to have begun about the year A.D. 68? Or that the English word *Easter* probably derives from *Eostre*, the name of a Saxon goddess whose festival was celebrated about the time of the vernal equinox?

What you may not also know is that the date of Easter has been a matter of constant dispute. Almost the entire calendar of Christian religions revolves around the date upon which, in any given year, Easter falls.

According to English Statute Law by Act of 1751, for example, Easter Day in the Western world is the first Sunday after the full moon which occurs on, or directly following, 21 March.

But if this full moon occurs on a Sunday, Easter Day is on the Sunday after. Lost yet?

The United Nations, in 1949, considered the establishment of a perpetual world calendar, which would have stopped Easter from hopping around the calendar – but the proposal was shelved seven years later.

Then, in 1963, the Vatican Council in Rome approved a resolution to fix the date of Easter, subject to the agreement of other Christian churches, by 2058 votes to nine against. The resolution, however, has never been enacted.

The boldest scheme for calendar reform is one by which the year would be divided into four quarters of 13 weeks, with each day of the year being assigned a fixed day of the week. By this scheme Easter would always fall on Sunday, 8 April. For this calendar to conform with the mean solar year, however, a 'blank day' would be required each year! ●

## Welcome Aboard

Roger Hicks, Consultant, NZO  
Kay Paterson, Secretary, SNA  
Trevor Schumacher, Support Engineer, CAO  
Sekula Bojovic, SWS Specialist, STL  
John Sonsie, Stockkeeper, SNL  
Roy Roy, FS Engineer, SNL  
Kevin Hall, Sales Representative, SNM  
Helen March, Contract Administrator, STL  
Kerry Holling, Analyst/Programmer, SNO  
Norman Bull, FS Sales Support Help, SND  
Michael Firsh, OPS Analyst, SNO  
Kim Horn, SWS Specialist, SNH  
Slavko Milovic, SWS Specialist, BBO  
Judy Nasar, SWS Specialist, SND  
Kai Chin, Assistant Accountant, SNL  
Geraldine Deevy, Secretary, SND  
Yolanda Romano, Customer Response Representative, STL  
Stevan Vujovic, Sales Representative, CAO  
Anne Gripper, Personnel Officer, SNO  
Graeme Allan, SWS Controller, SNO  
Robert Volger, FS Account Manager, SNM  
Marie Santsingh, SWS Specialist, CAO  
Brett Smerdon, FS Engineer, BBO  
Raymond Walsh, SWS Specialist, SNH  
Jamie Wilkes, SWS Specialist, WEO  
Debbie Bamberger, Customer Response Representative, NZO  
Raymond Bingham, Buyer, SNO  
Maureen Lenehan, Secretary, STL  
Jennifer Parkes, Administration, SNL  
Roy Atkins, Analyst/Programmer, SNH  
Derek McCarthy, Sales Representative, SNM  
Rob Cleghorn, SWS Specialist, ADO  
James Carew, SWS Specialist, CAO  
Paul Wickham, RDC Manager, SNL  
Dianne Edwards, Sales Representative, SNM  
Garry Coombe, Branch Logistics Assistant, DAO  
Greg Jones, SWS Specialist, CCO  
Ron Abbott, Senior Stockkeeper, SNL  
Rosa Knipper, Secretary, STL  
Robert Farago, Engineer, SNA  
Ann Hennelly, FS Contract Administrator, STL  
Brian Turner, Engineer, SNA  
Peter Huish, SWS Specialist, NO  
Patrick Crilly, Engineer, SNA ●





## 14% INCREASE IN Q2 REVENUE

The Corporation announced significant growth in sales for the second quarter which ended December 31.

Digital reported total operating revenues of \$US3.1 billion for Q2, up 14% from the \$US2.8 billion of the comparable quarter last year. Net income for the FY89's Q2 was \$US281 million versus last year's Q2 net income of \$US330 million.

Our year-to-date figure for total operating revenues was \$US6.1 billion, up 15% from the comparable period a year ago. Net income for the six months of FY89 was \$US503 million versus the \$US599 million of the comparable period a year ago.

Jim Osterhoff, Vice President, Finance, said our financial condition remains strong.

**"Our financial condition remains strong" – Jim Osterhoff**

"We intend to maintain a strong balance sheet as insurance against unforeseen business and economic events," he explained, adding that we must keep our sights on customer satisfaction which "cannot be sacrificed."

Overall during Q2, we saw increased sales of VAX 6200, MicroVAX and desktop computer systems. Results for Q3 (Jan/Feb/Mar) will be known next month. ●

### OPERATING RESULTS FOR THE SECOND QUARTER

	Three months ended	
	December 31, 1988	December 26, 1987
Product revenues	\$US2,045,166,000	\$US1,825,297,000
Service and other revenues	\$US1,134,340,000	\$US 956,955,000
Total operating revenues	\$US3,179,506,000	\$US2,782,252,000
Income before taxes	\$US 373,674,000	\$US 429,515,000
Tax provision	\$US 94,095,000	\$US 99,983,000
Net income	\$US 279,579,000	\$US 329,532,000
Average number of shares outstanding	127,111,940	133,067,064
Net income per share	\$US2.20	\$US2.48

### YEAR-TO-DATE RESULTS

	Six months ended	
	December 31, 1988	December 26, 1987
Product revenues	\$US3,941,567,000	\$US3,511,369,000
Service and other revenues	\$US2,179,738,000	\$US1,800,656,000
Total operating revenues	\$US6,121,305,000	\$US5,312,025,000
Income before taxes	\$US 679,666,000	\$US 799,299,000
Tax provision	\$US 176,713,000	\$US 199,825,000
Net income	\$US 502,953,000	\$US 599,474,000
Average number of shares outstanding	129,036,762	133,156,190
Net income per share	\$US3.90	\$US4.50

## STICKY WORDS WIN DINNER FOR TWO

The December *Digital* 'Write the Caption' contest was won by Edward Steele, Contracts Administrator based at STL.

Edward's entry – 'As you can see, the sticky paper business is a must for our next new venture' – was spot on for the bubble we gave to Regional New Ventures Manager, Chris Fink.

Congratulations Edward, and bon appetit! ●



## CUSTOMER SPOTLIGHT: NSW TAFE



CUSTOMISED SOFTWARE applications have been developed using VAXset to help share information between TAFE colleges, such as the new Blacktown College of TAFE in Sydney's western suburbs.

In the first of a series of customer reports, we look at how Digital helps customers. Here, we report on how we assisted NSW TAFE to design their own unique software applications.

Once having purchased a computer, users can often face the dilemma of being unable to find the software package that suits their unique needs. Who should they turn to? Max Petruchenia of NSW TAFE (Technical and Further Education) says if they'd chosen a computer system from Digital, their worries would be over.

Mr Petruchenia, User Services Manager for a State-wide organisation that has 13,000 administrators, teachers and students, speaks from experience. TAFE needed but couldn't find software with consistent user-interfaces and ease-of-use features for their wide range of applications.

TAFE then turned to Digital and purchased our VAXset programming tools, which let customers design application programs for their own individual needs.

"VAXset provided a development environment capable of producing a whole range of applications – which all look the same to our 'naive' users – and with a time savings of about 30%," explains John Sanderson, TAFE's Project Leader. "They afforded TAFE the type of productivity normally associated with 4GL products."

We also scored top marks when our SWS Consulting group helped TAFE implement VAXset and then to refine the resulting applications – ranging from personnel and payroll to assets – and thereby maximise their potential to the customer.

The NSW TAFE account is managed by SNM's Jennifer Milford. ●



## A TOURIST'S GUIDE TO SYDNEY OFFICE

The Sydney District office in O'Connell Street (SNM) is proof of Digital's effort to get closer to our customers.

The office was established in January 1986 to take advantage of the growing opportunities for sales to Australia's finance sector – opportunities which were opened by the deregulation of the banking industry. Since then the District has been expanded to look after NSW Government, including utilities, and the media and services sectors.

"We're within a few minutes' walking distance of most of our customers," said Lynden Lane, Sydney District Sales Manager. "The inclusion of State Government also makes good business sense. We're right next to Parliament, so the Premier and all his staff are literally around the corner."

In the media area, the head office of the ABC is near Sydney's central business district and, in the services sector, Jones Lang & Wootton, the real estate consultancy and property developer, and the NRMA are both close by.

Being so close to customers means Sales and support staff can see several customers in the same day – all within a few minutes walk. "It's allowed us to focus more clearly on strategic markets that are best served by being in the city," said Lynden. "And the key one remains finance."

### Good Neighbourhood to Work In

More than 50 Digits work from the location, about half in Sales and a further 20 from SWS. The Application Centre for Technology (ACT), the centre of excellence for the demonstration of Digital's capabilities in finance industry applications\*, boasts a staff of five.

Sydney District also provides desk space for FS staff when they are working in the city, and houses FS account managers who work with Sales account managers.

As for the office itself, 'Digital House' is an elegantly restored building in the heart of Sydney's hustle and bustle. Digital occupies four levels.

Faced in granite and finished in an art-deco style, the building looks least-typical of any of our facilities. "It looks more like the offices of a merchant bank," Lynden said. In fact, SNM looks so much like a bank that the building was used recently by the State Bank of NSW in the filming of their TV commercial!

SNM's local neighbourhood is a smorgasbord of merchant banks, finance houses, insurance companies and retail banks. The Australian Stock Exchange and Sydney Futures Exchange, for example, are just around the corner.

"We could not have made the inroads

\*November/December issue.



DISTRICT SALES MANAGER for the Sydney District, Lynden Lane, outside SNM.

into finance that we have made unless we had been here," Lynden Lane said. "It's no longer a matter of hopping into a cab from Chatswood to come into the city – we're here already. Sales Representatives are likely to bump into customers and prospects all day long. They could meet them in the same restaurants or sandwich bars, or even pass them in the street."

### Location Leverages Business

Since there is not another computer supplier in Sydney's central business district, it's been easy for the finance market to realise that we've made a serious commitment to being in the finance sector. In fact, SNM's location has certainly been a factor helping us to win major business.

For example, the ACT facility allows us to set up exactly how a foreign exchange dealer would operate using our systems plus those from other companies such as Apple and IBM. It is an area where prospects can learn

about our systems and the application of technology to the finance industry. As such, it's a regional resource for SPR. The day *Digital* visited SNM, the ACT was being used for a presentation to a major Melbourne-based bank.

Next to the ACT's demonstration area are offices from which the Finance and Banking Industry Sales team and SWS personnel reside, and where there is room to expand with spare offices.

On the ground floor is a further section of the ACT and a 'workshop' area for third-party software companies to use while working on specific applications for our customers.

SNM sports six conference rooms in all, one of which is equipped with a back projection unit and used for major Regional functions such as press conferences to launch new products. Digital hosts functions at SNM on a regular basis for customers. "They enjoy coming around the corner to visit us," said Lynden. "They see us as part of their community."

SNM's showpiece, however, is the boardroom in the ACT used for presentations to Chief Executive Officers of customers and prospects. The boardroom is one of the many SNM facilities used by Digits from many mailstops. "It's expensive real estate," Lynden explained. "We want as many people as possible to use it." ●

"It's no longer a matter of hopping into a cab from Chatswood to come into the city. We're here already."



# ANTARCTICA: THE GREAT

## HOBART: ONE OF OUR ANTARCTIC CONNECTIONS

Digital has a five-year contract to supply systems and services to the Australian Antarctic Division of the Department of the Arts, Sport, the Environment, Tourism and Territories.

Headquartered in Kingston, a suburb of Hobart, Tasmania, the Division – now managed by TZO Sales Representative Phil Richardson – has been a user of our gear since they first connected to a DECsystem-10 owned by Aeronautic Research Laboratories in 1970.

In 1989, new VAX-based systems and services are being added to the Division's inventory.

### Ice-bound 8 Months Out of 12

The first of the Division's new land-based VAX systems was delivered prior to the last 'shipping season.' According to Tasmania (TZO) Sales Representative Don Williamson, whose dealings with the Antarctic Division date back to their first PDP-11 purchase in the 1970s in Melbourne, this is the period from late October to late February that a ship is able to penetrate the Antarctic ice.

"Expeditioners are installed in the Antarctic early in the shipping season and return at the end of the following season, spending 15 months in the Antarctic," Don says. "After that, they return to use the Division's Kingston facilities for data reduction, analysis and such, finishing off the previous year's task before getting ready for the next shipping season."

The short shipping season poses difficulties for computer suppliers, Don says. "From when we receive the order, we have only a two-month 'window' in which to have products on the ships heading south at the right time."

### 12 Days' Sail

Digital's involvement in the Antarctic is as international in scope as the scientific community represented there. Starting with the Commission for the Conservation of Antarctic Marine Living Resources, the international organisation that monitors activity in the Antarctic, Digital has a large role to play.

Digital's New Zealand-based activities (see story opposite) are focused primarily on computer systems used by the Department of Science and Industrial Research (DSIR) and FS operations

Antarctica is often called 'the Great Southerly Continent' – great for many reasons, not the least of which is its undoubted mineral wealth.

Antarctica also ranks fifth among the seven continents in size and contains so much ice that, if it were melted, Earth's sea level would rise by 60 metres (197').

Underneath this ice, revealed in only a few scattered places, is a rocky foundation that is up to 3000 million years old. In fact, it is believed that Antarctica was once part of a 'super continent' comprising Australia, South America, Africa and the Indian sub-continent.

The gradual separation allowed westerly winds an unhindered passage across the Southern Ocean, which radically altered climatic patterns, and Antarctica became much cooler. Life forms then evolved that were capable of withstanding the extreme cold, including very large penguins.

Australia was the last to separate from Antarctica, researchers believe, breaking away around 50 million years ago. But as recently as 18,000 years ago, Antarctica's sea ice in winter extended as far north as Tasmania and was at its present position about 8000 years later.

In the mere 216 years since Captain Cook's ships *Resolution* and *Adventure* first crossed the Antarctic circle in search of *Terra Australis*, the unknown continent of Antarctica has slowly opened its secrets to humankind. ●

conducted from our Christchurch (CCO) office.

In Australia, Digital supports both the Antarctic Division and a host of its partners and branches. At the Kingston headquarters of the Division there is a VAX-11/750 system, a MicroVAX 3500 computer and a MicroVAX 2000 system supporting an Ethernet Local Area Network (LAN). The systems are in big demand as they provide both administrative and scientific computing resources.

A MicroVAX 3500 computer has also been purchased for installation aboard a ship currently under construction which when launched will replace the scuttled *Nella Dan*. The MicroVAX system will support the ship's scientists and their onboard facilities.

At the University of Melbourne, a section of the Division seeks to uncover trends in world climates by studying Glaciology, the dynamics of the Antarctic ice sheets and their interactions with the global environment. In June last year, this section installed a MicroVAX II computer system.

The University of Tasmania also sports an Antarctic Division section which together with the University's Department of Physics

is concentrating on Upper Atmosphere Physics. There, scientists rely on MicroVAX 3500 and VAX-11/750 systems to assist with research into earth's upper atmosphere, including auroras and ionospheric phenomena, as well as natural and man-made changes in levels of atmospheric gases.

Australia's CSIRO (Commonwealth Scientific & Industrial Research Organisation) – a long-time customer of Digital's – also conducts research into the Antarctic's atmosphere, oceans and fish, and, through the Australian Bureau of Meteorology, analyses weather.

The Antarctic Division itself operates several stations in the Antarctic on a permanent basis. Of these Davis, 4700 kilometres from Hobart, is perhaps the best known and has three LSI-11 computers and recently added a VAX machine.

Two LSI-11 computer systems can be found at each of the other Division stations: Mawson (the oldest continually operated of all Antarctic continental stations, 12 days' sail from Hobart), Casey (six days' sail) and Macquarie Island (three days' sail).

At the heart of the Division's communications is a VAX-based system controller that has made telex and radio communications obsolete.

According to the Antarctic Division, the LSI-11 computers – an early version of the PDP system – used at the stations and their RL02 disk drives have proven so reliable that they are expected to remain in use for some time.

Resident populations at Australian stations range from a low of 30 in winter to a high of 80 in summer. Computer applications range from Upper Atmosphere Physics research and data collection to mineral analysis and research.

The Antarctic Division also operates other bases designed for short-term, special-study use.

### VAX-based Communications

"Every day, an Antarctic scientist logs onto the Division's VAX network to communicate with Division headquarters in Hobart," says Keith Anderson, ADP Manager for the Australian Antarctic Division in Hobart. With a smile, Mr Anderson adds that this is done via "the world's longest RS-232 cable."

At the heart of the Division's communications is a VAX-based system controller that has made telex and radio communications obsolete. Based on our Q TELEX product – developed and optimised in Melbourne (MEO) by SWS – and with a lot of hard work



# SOUTHERLY CONTINENT



WHILE THE SUN tracks a slow arc above the horizon, the summer traverse is a regular feature for Antarctic personnel.

from MEO-based SWS Specialist Keith Yates, the MicroVAX II-based controller is an integral link in the tie-up of the Division's communication facility with Australia's Department of Construction, the Bureau of Meteorology and Division bases – which are now installing VAX computers and satellite links to the communications facility.

To take the Antarctic Division's network even further, several sections and many users within the Division on Australian soil are also tied together via DECnet.

## Good Relationship

"The members of the Antarctic Division are great to work with," says Don Williamson. "They've supported Digital on a number of occasions, even to the point of using Australia's Consulate in New York to untie a knotty problem. They have also made special efforts to get personnel into the Antarctic."

In case you're now wondering – *sorry*, but the possibility of a Digit taking a trip "all the way down under" is highly unlikely because ships chartered by the Antarctic Division are not large enough to carry more than the essential scientific and support staff.

Even if no-one from FS or SWS (much less an intrepid *Digital* reporter) sets foot on the Antarctic, we can all feel cosy in the knowledge that our company is playing a major role at the Pole. Not just Australia and New Zealand but other countries\* rely on our hardware excellence, software expertise, service capabilities and quality people in what is arguably the harshest landscape on earth for man and machine. ●

\* As well as Australia, which claims 42% of Antarctica as sovereign territory, and New Zealand, from which many of the pioneering journeys early this century left, 36 nations have signed the Antarctic Treaty. These include the US, UK, France, Sweden, Finland, Italy, West Germany and the USSR.

## DIGITAL'S COMPUTERS AND SERVICE ARE CRUCIAL TO NZ SCIENTISTS

While being the staging post for many of the largest and most historic Antarctic expeditions, New Zealand's activities on the Big Ice are more modest than those of Australia. Nevertheless, the green huts of New Zealand's Scott Base on Ross Island in McMurdo Sound can, at the height of the summer season, be home to up to 300 scientists and support personnel.

In the perpetual Antarctic light of the summer just ended, about 200 New Zealand and guest researchers worked on 48 projects, furthering geophysical, biological and meteorological investigations that have been ongoing since New Zealand's Scott Base was established in 1957.

Among the summer's experiments by New Zealand DSIR (Department of Scientific and Industrial Research) divisions, the Institute of Nuclear Sciences and the New Zealand Meteorological Service were those gathering data on ozone depletion and global warming through increasing levels of atmospheric methane. Data collected by these organisations is added to the growing international picture of the mechanisms changing and affecting the ecosystem.

Digital's role in this endeavour is both subtle and significant.

## NZ Involvement Since 1923

The Ross Dependency – which consists largely of the Ross Ice Shelf extending from King Edward VIII Land in the east to the

Although Scott Base has neither a VAX nor a suitable telecommunications link to connect its computers to New Zealand, the facilities provided by Digital's machines are still a crucial part of researchers' capacity to contribute to international knowledge.

mountains of Victoria Land in the west – was claimed by Britain and airily bestowed for administrative purposes on its dominion, that being New Zealand, in 1923 – a full decade before Australia claimed its slice of the Antarctic pie.

Handed this gift on a plate, the New Zealand Government had no more idea in 1923 of what to do with its share of Antarctica than it had when offered a place in Douglas Mawson's Australian Antarctic Expedition of 1910. Instead, New Zealand turned its attention to providing hospitality for American aviator Richard Byrd's 1928 efforts to establish his bases for, among other things, his famous South Pole flight.

Byrd's activities led to the situation which prevails today with the largest

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## NZ IN 'OPERATION DEEP FREEZE'

*Continued from page 7*

permanent Antarctic base, the American McMurdo Base that's part of the US Navy's 'Operation Deep Freeze', being serviced out of Christchurch in the South Island.

### Camaraderie

With summer accommodation for over 1000 military, civilian and scientific personnel, McMurdo is complete with satellite television, radio stations and 19 million litres of stored fuel, making it little short of a small town.

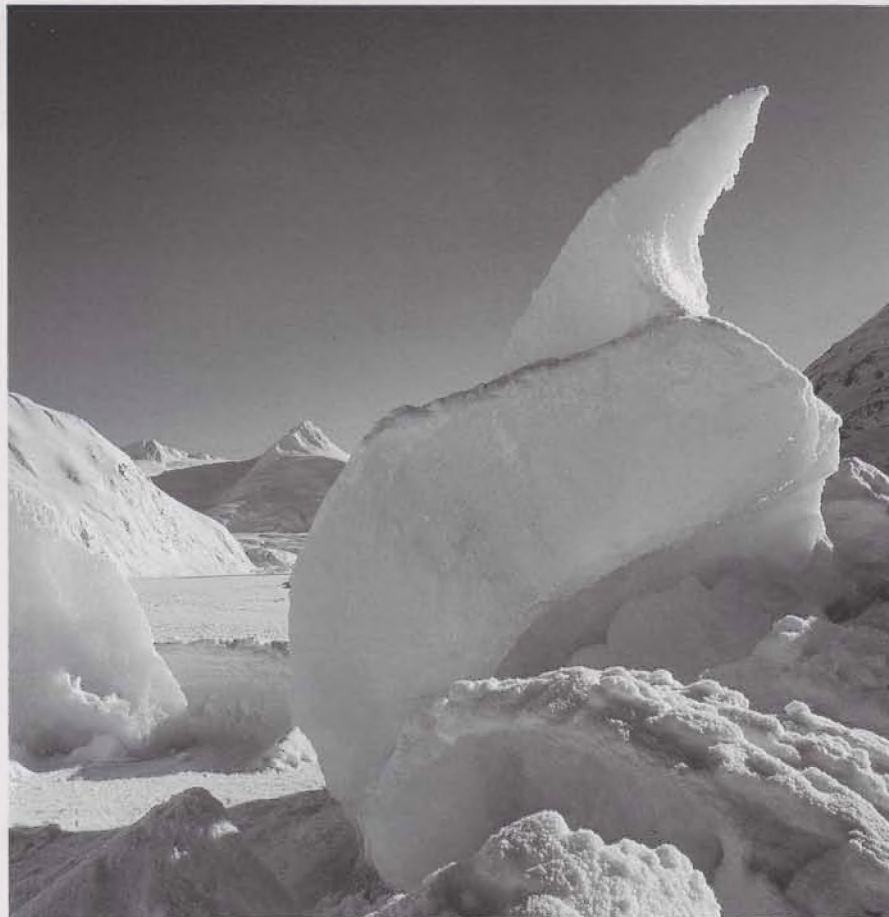
Indeed it was the ecological problems of this burgeoning community which, along with the potential damage that mining, fishing and oil exploration could cause on the fragile Antarctic ecosystem, that triggered the Greenpeace organisation in 1987 to establish its own permanent settlement in McMurdo Sound not far from Scott Base.

The DSIR's Antarctic Division were put in a difficult position by Greenpeace's actions and remains officially unamused by the safety and political issues this private operation poses. Even still, an unofficial camaraderie prevails among the Americans, New Zealanders and Greenpeace personnel living on the cold continent.

With the increasing international awareness of the Antarctic ozone 'hole' and its implications, it is inevitable that increased media attention and television coverage will bring the activities of scientists working in the Antarctic into greater prominence.

### One of Digital's First NZ Customers

The DSIR has been a customer of Digital's ever since Digital first began conducting business in New Zealand. Today, the DSIR is managed by Wellington (WEO) Sales Specialist Sharon Osten and presently has a range of MicroVAX and MicroPDP computers - all of them in New Zealand.



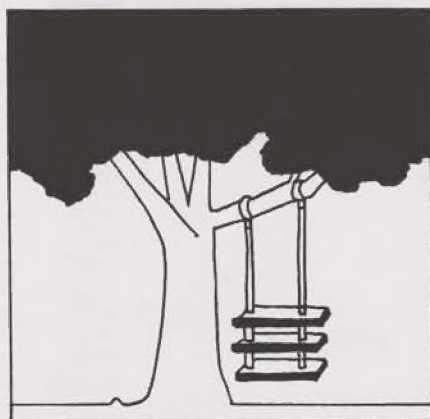
Digital has also had a large FS part to play, with our Christchurch office (CCO) servicing Antarctic-based machines for several years - first under the auspices of three-time Customer Satisfaction Survey winner Steve Taylor and now CCO FS Manager John Willis.

Although Scott Base has neither a VAX nor a suitable telecommunications link to connect its laboratory and administration personal computers back to New Zealand, the facilities provided by Digital's machines are still a crucial part of New Zealand researchers' capacity to contribute to international knowledge about the world we live in and the way we are changing it.

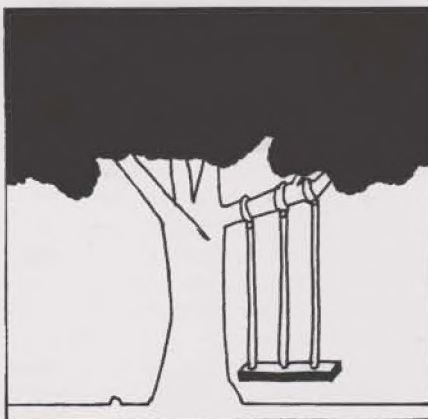
All four of New Zealand's investigating universities, the Meteorological Service and the seven DSIR divisions analysing Antarctic data and observations are linked through the common use of our computers and the 'DSIRnet' service.

Using DSIRnet, which DSIR Information Technology Division Host Services Manager Andrew Ollivier says is "one of the world's oldest X.25 networks", Kiwi scientists share their findings with universities and research around the world.

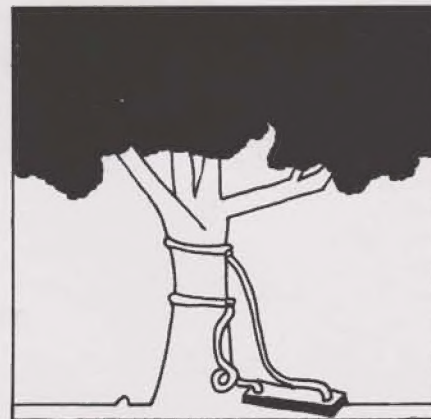
"Researchers have to communicate and it is no understatement to say that electronic mail has revolutionised research around the world," Mr Ollivier says. ●



As proposed by the project committee...



As specified in the IPR...



As designed by the senior analyst...



## BUILDING NETWORKS

When a network is sold to a customer by Sales, it's the beginning of a process that may take up to three months or more before that network becomes a reality.

Firstly, SWS conducts a needs analysis to produce a 'logical design' – a theoretical picture of what the network will need to ensure enough capacity to allow the client's business to flow efficiently across the various local and wide area network links that form the network.

From this, the Network Site Services (NWSS) group designs a topology of what the network will look like from a number of perspectives ranging from geographic to environmental.

When these needs are ascertained, the group uses local contractors to install wiring and peripherals at the customer's site before final certification by NWSS.

It wasn't until the beginning of FY89 that NWSS became a formalised group based at FS's main office (STL) in St Leonards and under the direction of Business Manager Robin Adams. Today there are 35 NWSS people throughout SPR and collectively they're responsible for ensuring that Digital remains the industry leader in network design. The group includes project managers, sales support and administration staff, technical consultants and business managers. The newest of NWSS's staff are:

- Mike Whitfield, appointed to NWSS as Project Consultant responsible for technical sales support and consulting. Mike's specialties (amongst many others) include telecommunications, DECsite services and power requirements detailing. His appointment ensures that Digital is in a position to deliver a total solution. Previous to joining Digital, Mike was NSW Regional Manager for Victoria-based Data Transmission Systems.



ROBIN ADAMS.

- Franz Stockl has been appointed as Field Operations Manager for NWSS, with primary responsibility for installation of Local Area Networks (LANs) and DECsite services for customers. Before joining Digital in October 1988, Franz worked for eight years with National Semiconductor in Europe. His last position with National was Telecommunications Manager, responsible for the company's European Data Network.



FRANZ STOCKL.

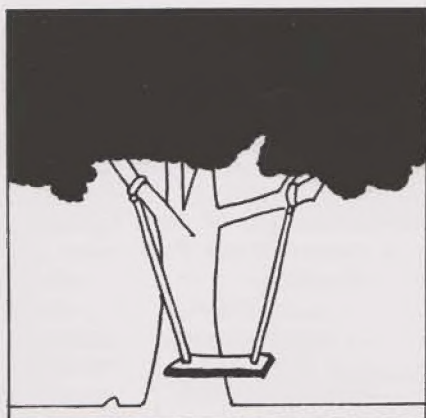


MIKE WHITFIELD.

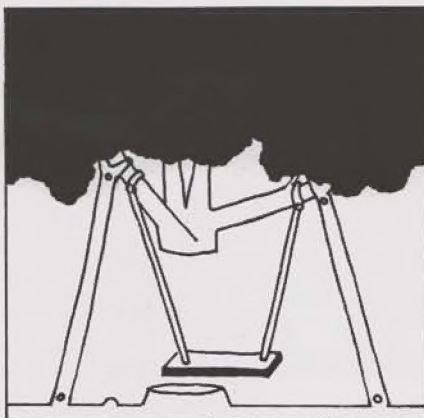
- Chris Lord has been appointed to NWSS as Network Consultant for Victoria. His responsibilities cover technical sales support to the field for network products and advising customers on LAN and WAN (Wide Area Network) strategies. Prior to joining Digital, Chris was the Data Transmission Business Manager for JN Almgren, responsible for product marketing and pre-sales support on a range of imported and locally produced products. ●



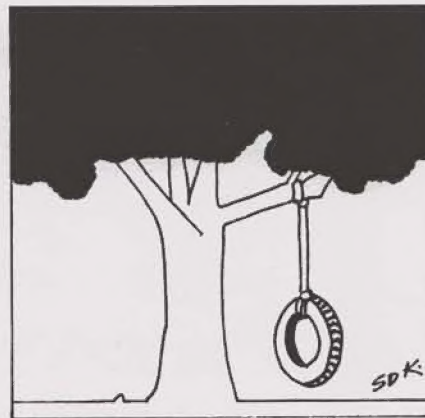
CHRIS LORD.



As produced by the programmers...



As installed at the customer's site...



What the customer wanted.





Maryann Denny, NZO Sales Administrator, became the proud mother of her first child – a daughter born on January 9. Congratulations to Maryann, husband Gerry and their little ray of sunshine.

★ ★ ★

Everyone, particularly the Digits of Southern District (SD), would like to congratulate Tim Brewin, MEO Sales Representative, and Chris Tanti on the birth of their child, Guy.

★ ★ ★

Here's 'cheers' to MEO's Cris Nicolli and his wife Mary, who welcomed Paul – another bundle of joy for the Nicolli home – late last year.

★ ★ ★

In Hobart, Tasmania, Phil Richardson (TZO Sales Representative) has been doing some undercover work in that State's health care services industry. Phil recently underwent a knee operation which, Hobart Digits are hoping, will result in less of a 'knee-jerk' reaction when the coffee is cold and his computer is hot.

New hire and NWSS Project Manager Mike Whitfield didn't waste time getting into the Overheard column: he and his wife Marcia became the proud parents of a January 1st baby – Madeline. Mike and Marcia say it was their most exciting New Year's Eve ever!

★ ★ ★

The Big Day's been named by Manufacturing's (SNA) Tony 'Crockett' Samuda and his sweetheart Helen. Tony, who together with CSS's Sam 'Tubbs' Murdica is Digital's answer to the *Miami Vice* team of TV fame, says he's not sure whether the term 'tying the knot' refers to a wedding bow or a noose – but he's been celebrating nonetheless since he and Helen announced their engagement in February. The couple plan a winter wedding with all the Croatian trimmings on June 3. Good on ya, pal!

★ ★ ★

More engagements: MEO FS Account Specialist Lynn Berryman is now betrothed to someone known to us as only 'Jack the Brat.' Not to be outdone, Mark Bee (MEO FS Engineer) has announced his engagement to lovely Louise. Last but not least, Keith Cuttle (MEO FS Engineer) and Lynn Frost announced their engagement in December – but are not having their party until next month.

★ ★ ★

Even though the weather wasn't everyone's cup of tea, the MEO children's Christmas party was a tremendous success – thanks in no small part to the hard work put in by Santa's helper, MEO Secretary Di McGee.

★ ★ ★

Speaking of Christmas in Melbourne, the MEO Christmas function (for adults) held at the Regent was enjoyed by one and all and then some. Nineteen prizes were donated from local suppliers and to them we say 'Thank You' – especially to Thomas Cook and Australian Airlines. MEO Digits would



HO, HO, HO! The last day of work before the holiday break provided some interesting sights in most locations – not the least of them at Auckland (NZO) when Receptionist Glennys Stevenson played 'Ms Claus' to bemused NZ Business Finance Manager Greg Kempthorne.

also like to extend their gratitude to Janine Thunder (MEO Bid Support Centre Administrator) and Juanita Troemml (District Sales Administrator) for their work and long hours put into organising the function.

★ ★ ★

Word from SNO is that there's a phantom snorer in cubicle two of the 10th floor men's toilet.

★ ★ ★

Talk about adding insult to injury! Mike Shade (WPO Sales Manager) had only been in Perth for two days when he asked for his car at a hotel valet parking – only to discover that his set of wheels had been heisted. Later, when Mike attended a function he'd been asked to attend, he was unceremoniously told the event had been cancelled.

★ ★ ★

MEO Sales Representative Tim Hede and Angela Cauldwell were married in NZ in January. All the very best for your future together!

★ ★ ★

'Well Done!' is the message from fellow MEO Digits to FS Engineer Jeffrey Higgs, who recently turned the ripe old age of 21.

★ ★ ★

*Digitalk's* 'Carpenter of the Year' award goes to CAO Sales Representative John Beeston who while building a tree house in the backyard for his son, fell, broke his collar bone, and won the sympathy of all his CAO colleagues.

★ ★ ★

CAO Secretary Karen Clark has departed Digital (and Australia) to join her husband in Saudi Arabia for a couple of years. Karen is much missed by everyone at CAO, and it's hoped that, upon her return, she rejoins the 'Department of Solutions' at Barry Drive. ●



LEFT-OVER PARTY-GOERS at the Help Street (SNH) Christmas party on December 21. Back row (left to right): Barbara Vasak, Stuart Zorbas, Paul De Groot, Bridget Murphy, Simon Ward, Chris Sligar, Steve Lloyd-Jones and John Boyden. Front Row: Julie-Anne Carr, Tracey Clarke, Kerry Pratt, Collen Higgins, Helen Cook, David Beeriman, Joseph Zangara, Irene Cooper, Carolyn Smith and Chris Rollinson.



## EILEEN IS EXCELLENT...

Eileen Shields, MEO-based FS Sales Support Specialist, has been awarded the Southern District (SD) Employee of the Quarter Award for Q2, FY89.

Employed by FS, Eileen is seconded to the Manufacturing, Energy & Mining Sales Unit where she provides FS support to the Sales Representatives, allowing them to better concentrate on their selling efforts.

The criterion for the Award is excellence, and Eileen has shown that she deserves the recognition by her persistent hard work and expertise in her area, involving coping with a very large workload and long hours. The Award is all the more deserved because Eileen was faced with a plethora of problems when she joined the Unit in July, 1988.

Examples of Eileen's excellence include the Victorian Employers' Federation (VEF), one of her clients who had previously made a decision to go with one of our competitors. Eileen's responsiveness to the VEF's concerns was instrumental in them buying systems upgrades from Digital instead of from a broker.

Other accounts supported by Eileen include ICI, Alcoa, Portland Smelter and BP.

### ... and David is Priceless

Adelaide (ADO) Branch Logistics Co-ordinator David Price has been named ADO's Employee of the Quarter for Q1 in recognition for his efforts over the past two quarters.

After being nominated by his peers for the recognition in both Q4/FY88 and Q1/FY89, David won the Award for a number of performances above and beyond the call of duty:

- During that period he acted as stand-in for various positions both interstate and within the Branch.



EILEEN SHIELDS.

- He was seconded to Regional Logistics to review new Policies & Procedures.
- As a result of extra duties, he spent a 'considerable' amount of time away from ADO and his family.
- Despite it all, he maintained a cheery disposition and went out of his way to assist anyone requiring help within the Branch regardless of who they are.

To top all this off, ADO customers have spoken highly of David and appreciate his attentiveness.

Congratulations to both Eileen and David – from all accounts, you've earned them! ●



DAVID PRICE.

## SPR EDU IS TOPS (AGAIN)

Late in January, GLA Educational Services Manager Roger Blomgren made the following announcement: *"It gives me great pleasure to announce the winner of the Q2 (FY89) GLA Award for Excellence is... SOUTH PACIFIC REGION."*

Roger went on to say "Excellence in achieving Customer Satisfaction is a primary goal of GLA Edu Services. This Award recognises quality performance on all courses presented throughout SPR by the various training groups: Customer Training, FS Training, Sales Training and Employee Development."

Regional Edu Services Manager, John Baker, said that winning the Award was the result of the dedication to excellence by every member of the Edu team. "Without

the commitment and professionalism of everyone, whatever their job responsibilities, it just isn't possible to win these awards."

And win awards they do – in fact, SPR's Edu team has now won this prestigious quarterly Award five quarters out of a possible eighteen! "In other words," said Roger Blomgren, "28% of the time over a four-year period."

Plus, in only the two years that an *annual* Award for Excellence has been offered, our local crew has received it once (FY88).

"SPR's focus on excellence and Customer Satisfaction is to be commended," Roger Blomgren added. "Please join me in congratulating John Baker and SPR Edu staff for achieving this goal." ●

## GRIN AND (MAYBE) WIN

Digital is a fun place to work and we're going to prove the point with a collection of jokes each month.

Every issue, we'll select the best joke sent in. The winner will receive a handsome, silver Digital pen that you'll be certain to lose straight away.

To get the ball rolling, we've resurrected a few trusty crusties and now it's your turn. Send your entry by EM, mail, phone or smoke signal to *Digitalk*, SNO 10/1, telephone extension 5268/5725.

*Sales applicant to Recruitment Officer:* "I have dreams of being the Regional Sales Manager just like my father."

*Recruitment Officer:* "Oh, was your father a Regional Sales Manager?"

*Applicant:* "No, but he had dreams too."

★ ★ ★

*Menu in an Italian restaurant:* "We get by on our pasta performances."

★ ★ ★

*Sign in a bearing aid shop:* "Over 10,000 ears of experience."

★ ★ ★

*First sweetheart:* "Darling, since I met you I can't eat, I can't drink, I can't sleep..."

*Second sweetheart:* "Because you're so much in love with me?"

*First sweetheart:* "No, because I'm broke."

★ ★ ★

*First horse to second horse:* "I don't remember the mane, but the pace is familiar."

★ ★ ★

*Bikie* – little-read riding hood

*Small car* – status thimble

*Planned parenthood* – kidnapping

*Quadruplets* – four crying out loud

*Indecision* – under the whether

*Feast* – eatwave

*Dieting* – wishful shrinking

*Pollution* – grime on the streets

*Panic* – kiss the poise goodbye

*Royal blood* – blue genes

*Soil erosion* – great terrain robber

*Toupee* – a breadth of fresh hair.

★ ★ ★

The definition of a committee is a body that keeps minutes and wastes hours.

★ ★ ★

THIS MONTH'S QUOTE: 'Beware of half-truths – you may have the wrong half.'

★ ★ ★

Q: What do you get when you place 10 anarchists in a room.

A: Eleven factions. ●



## BAH, HUMBUG!

I liked your note about Thanksgiving\* in America. Actually, Thanksgiving took the place of Christmas for the Puritans (who) considered Christmas a bunch of 'popish (Catholic) nonsense.'

As a matter of fact, December 25 wasn't a legal holiday in Massachusetts till the mid-1850s, and kids still had to attend school on Christmas Day until 1876 - well after Christmas was a recognised holiday in the rest of the US.

I don't know what it's like in SPR, but we refer to Christmas parties as 'holiday' parties to avoid offending those who don't celebrate Christmas.

Kathleen Nelson

*Digital This Week* Editor, CFO

\* See November/December issue - Ed.

### Wanted by Police

Thank you for sending copies of the articles on Office Automation. They make interesting reading and provide plenty of thought-provoking ideas.

It was a pleasure to meet you recently, and the points you raise certainly identified the need for a professional approach to the implementation of an OA system. We are now very conscious of this need and quote you around the building when discussing our future plans. Thanks once again, and I trust you will visit when you're next in Darwin.

Jon Sims

Inspector, Information Services

Northern Territory Police Force

Addressed to Allan Baird, ADO SWS.

## SQUARE HEART

It's back to the maze, folks!

Here's a 'simple' two-dimensional maze (none of those eye-twisting Escher-esque crossovers and disappearing lines that can send the mind into a tiz of frustration). The rules and spoils are as usual: the first correct entry received by April 10 and drawn wins dinner on *Digital* to the value of \$A100.

Send entries to *Digital*, SNO 10/1.

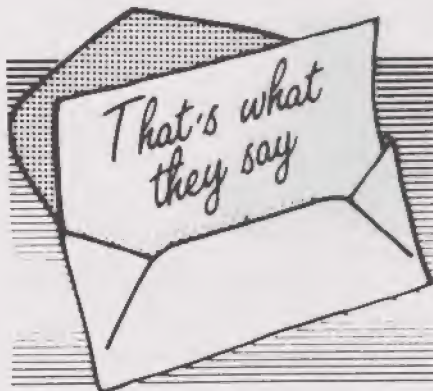
Entries must be received no later than Monday, April 10, 1989.

NAME \_\_\_\_\_

POSITION \_\_\_\_\_

MAILSTOP \_\_\_\_\_

twelve



### Interoffice Commendation

I'd like to congratulate you for the excellent customer product release presentation - "Desktop and Beyond" - that you put on at Sydney's Gazebo. I think that it was the best one that I have attended in all my 14 years at Digital. Please pass on my thanks and congratulations to all those involved on an excellent job well done.

Jim Wade

Federal Government Sales, SND

Addressed to Max Burnet, Lee Cameron

and Russ Whitely, who were presenters.

Other involved were Hazel Broadbent, Yvonne Linaban and Lyn Wheadon on logistics; Peter Quodling and Stan Gifford providing technical support, and Merri Mack and Sue Blood assisting with press attendance. - Ed.

## SCIENCE NON-FICTION

### Passing Star Brings Pluto's Icecaps to Light

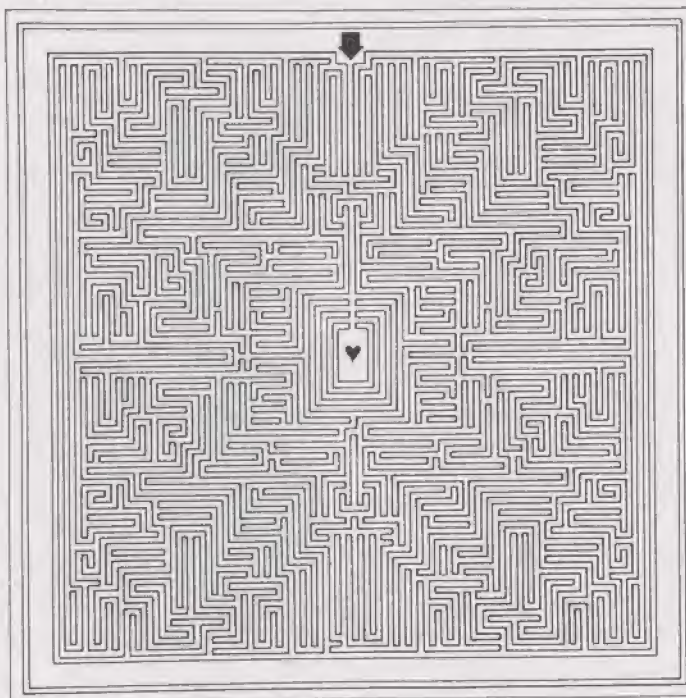
**Deep Space** - Astronomers have deduced that the planet Pluto has a complex atmosphere and polar icecaps. Until now, this distant planet has appeared as a mere speck of light, revealing little sign of an atmosphere or detail on its surface.

### Shuttle to Monitor Australia's Salt Content

**Low Earth Orbit** - The resumption of the US Space Shuttle program marks the start of a new remote sensing project that aims to map the distribution of ground water across Australia and to provide data on its salt content.

Geoffrey Taylor, from the University of New South Wales, is to lead the work. The flight that will carry the experiment is scheduled for 1991, and will survey a line stretching from Darwin to Melbourne. The experiment will use NASA's SIR-C Radar, which can see through soil and sand on the surface of the Earth (see November/December issue).

The radar's reflected signal will be analysed to indicate the salinity of ground water within the sediment. Underground water is tapped for human use and for agriculture in many parts of the world, but the ground water in the Australian interior has become saltier - especially in the Murray/Darling Basin, one of the areas that the survey will cross. ●





## CAREER MILESTONES

Please join us in congratulating the following Digits who will reach important milestones in their careers with Digital in April.

### Twenty Years

Keith Graham, SNO F&A

### Fifteen Years

Clive Manson, CAO FS

### Ten Years

Wayne Lee, SNL FS

Michael Nicholls, SNO MIS

Chris Lehmkuhl, SNA NaC

Peter Ackland, SNO Marketing

Luigi Bellomarino, MEO FS

### Five Years

Andrew Sullivan, NZO Sales

Garry Stuart, NZO MIS

Warwick Bennett, SNO F&A

Stephen Kingsford, SNL FS

Mark Barron, MEO NaC

Brie Wiessner, STL FS

Deborah Schwenke, BBO SWS

Steve Tolnai, MEO SWS

Amelia Anderson, MEO Sales ●

## MARCH IN DIGITAL'S HISTORY

- 1871: The town of Maynard, Mass, USA, is formed and named after its leading citizen, Amory Maynard.
- 1963: First European sales and service office opens with three people in Munich, Germany, while a sales office also opens with two people in Ottawa, Canada.
- 1967: PDP-10 is introduced.
- 1970: Mike Andrews becomes Digital's first NZ employee, opening a FS office in Wellington (WEO).
- 1979: Auckland office (NZO) moves to Greenlane premises.
- 1980: SPR staff population tops the 500-mark.
- 1981: PDP-11/24 is announced.
- 1987: Digital wins Austraclear, one of Australia's prime financial accounts.
- 1988: Digital Equipment Corporation signs a Partnership for Development agreement with the Australian Government.
- 1988: Digital releases VAX 8800 series.
- 1988: Canberra office (CAO) is officially opened at Turner Drive, Barry. ●

## CSS MEETS EXACTING CANADIAN STANDARDS



ROMAN KRYGIEL OF CSA (middle) and Alex Williams (right), CSS Manufacturing Engineer, look on while Alan Willingale tests an Office Server for high voltage breakdown.

Computer Special Systems (CSS) manufacturing group at Lane Cove, or SNL, has received Canadian Standards Association (CSA) Category Certification for computer interface products, which means they meet the safety and quality standards necessary for export to Canada.

CSS is the first organisation in Australia to receive this certification, and Digital can now label computer interface products, designed and built by CSS in SPR, with the CSA mark for export to the land of the Maple Leaf.

CSA certification was required for a new Ethernet interface product that will be the

first product designed and built here to be exported worldwide – an important step in Digital's Partnership for Development agreement with the Australian Government.

"Meeting these quality standards," says Graeme Shorter, Regional CSS Manager, "is becoming necessary in order to do business with the Australian Government. It also represents our commitment to provide quality Australian-designed and built products to our customers – wherever they may be." CSS is also certified to build Underwriters Laboratories (UL) listed products destined for the US market place. ●

## KEITH ENTERS THIRD DECADE OF SERVICE

Keith Graham, SNO Treasury Specialist, celebrates 20 years with Digital in Australia next month.

Keith joined Digital in April 1969, when the company's employee population was all of 29 people – 12 at the then-HQ in Sydney and the remainder spread throughout Branch offices (Melbourne, Brisbane and Perth).

In those days, Keith says a goods delivery from the US was cause for 'celebration' with all hands on deck to unload what was hopefully a new PDP computer. "While we have expanded since then, it still remains a fun and exciting place to work."

On behalf of Keith's past, present and future colleagues, we wish him all the best (especially on the golf course). ●

Keith joined Digital when the company's employee population was all of 29 people.







BRENDA WILLIAMS.



MICK DUNCAN.

## LIST OF SALES' BEST GETS EVEN BIGGER

The career path most people follow leads, sooner or later, to management. Others prefer the status of 'professional contributor' and being given added scope to their present role.

Understanding that not everyone wants to manage the efforts of others, Digital offers both avenues of career advancement.

In Sales, successful Salespeople as they progress from Sales Representative I to II and finally to Sales Representative III level can set their sights on promotion to:

- management by way of Sales Unit Manager (SUM), where they are responsible for managing up to ten Sales Representatives and a Unit Secretary, or
- they may strive for the distinction of becoming a Sales Executive, while still keeping their options open for SUM promotion.

Sales Executives remain in the field, where their customer skills and proven expertise across the spectrum of Digital's products and services are given to overseeing large, complex and very valuable customer accounts.

### Congratulations to Brenda and Mick

The honour of being the first Salesperson in SPR to rise from the ranks of Sales Representatives to the position of Sales Executive belongs to Northern District's Albert Cuschieri, who now looks after our CSR, Lend Lease and Johnson & Johnson accounts. Albert is also SPR's only Sales Executive level II.

Fifteen Salespeople\* have since followed Albert's lead, and in November two more Sales Executives were added to this illustrious group: Brenda Williams (Northern District/BBO) and Mick Duncan (Sydney District/SNM).

Brisbane's Brenda Williams is well-known as a DEC100 winner and for her work with several major accounts, including Queensland University, Queensland Institute of Technology,

and Queensland Premier's Department (Office Automation).

"I wouldn't *not* want to buy anything Brenda tried to sell me!" says Rim Keris, Regional Sales Manager. "Once she gets on the trail of an order, she never gives up until it's won."

Sydney's Mick Duncan, a DECathlon winner, has earned more than his share of accolades in Digital's financial market place, and our success with major customers such as Austraclear, Bankers Trust Australia and the Australian Stock Exchange has been largely Mick's doing.

In describing Mick, Rim certainly knows the value he represents to the company. "No quotation could better summarise Mick's qualities than that expressed at the last Sales Conference by a representative of the Australian Stock Exchange, who said 'Digital needs more Salespeople like Mick Duncan,'" says Rim.

### The Highest of High Standards

The Regional Sales Executive Review Board, chaired by Regional Sales Manager Rim Keris, regularly reviews nominations from the Salesforce for elevation from Sales Representative III to that of Sales Executive I. The Board is, according to Rim, far from a rubber stamp and the standards that applicants must meet are as high as they come.

"Sales Executive is indeed a senior position within Digital. Not only do Sales Executives command extra respect from the sales force, their views are considered of paramount importance to the running and strategic planning of SPR," says Rim. ●

\* Other Sales Executives level I in SPR are Keith Parris (MEO), Peter Holmes (MEO), Roger Evans (MEO), Richard Ware (SND), Ian Norris (CAO), George Morrow (CAO), Peter Palethorpe (SNM), Ray Whitfield (SNM), Andre Blom (SNM), John Dryden (SNM), Eric Amos (SNM), Andrew Phippen (SND), David Epstein (SNM), Rob Stewart (MEO) and Ian Mitchell (MEO).

## ON THE TRAIN TO SUCCESS

Digital in Australia has come along way since Ron Smart became SPR's first employee in 1964, when new hires had to travel halfway around the world to receive the skill-set training necessary to become a successful Sales Representative. A quarter of a century later, one of the most successful Edu Service operations in Digital's world is in SPR.

Part of the brief that Edu has is to provide Sales Training to a Salesforce that needs to keep abreast of a growing product range and a dearth of applications. Mark Kingaby, Regional Sales Training Manager, ensures that SPR's Salespeople are equipped with the right skills at the right time, and he has highly skilled colleagues to help make this happen:

To begin with, covering technical aspects of our products are Tom Schwarz and Trevor Gregory.

Then, making certain Sales are armed with the best selling techniques, we have Bill Allingham.

Edu provides Sales Training to a Salesforce that needs to keep abreast of a growing product range and applications.

And of course, without an efficient administrator it doesn't matter how good the training is, so Jan Liney is in Mark's words "the linchpin" of the group. "It's Jan who makes sure everyone is aware of what's happening next and where it will be happening," Mark explains.

The group doesn't restrict itself to just our Region - it's now exporting intellectual skills to the Asian countries of the Pacific Rim (*see story opposite*), proof positive that Australia and New Zealand are countries that offer world-class training that's vital today, in the 1990s, and beyond. ●



MARK KINGABY.



## SPR IS CHANGING THE FACE OF CHINA...



MICHAEL WATTS AND ALAN BOUNDS found themselves stepping into Chinese history during their stay in An Shan. The guest house pictured above was built by the Russian people in honour of Mao Tse Tung.

Some SPR Digits have been as busy as bees lately buzzing around various countries of the Pacific Rim. The latest on the Asian circuit has been Doug Stracey and Roy Varley from our Industrial Resource Centre (IRC), who are working with the People's Republic of China, or PRC.

For the record, Digital is one of the leading computer suppliers to the PRC and, following a request from the PRC, the SWS group made Doug and Roy available to assist Xerox Shanghai, a joint-venture company formed between Xerox Corporation and the PRC Government. The company is investigating the theory and implementation of Materials Requirements Planning (MRP) and how it can benefit China's large-scale

manufacturing industry.

Xerox Shanghai have embraced the MRP concept as essential to the success of China's modernisation program, begun a decade ago by Deng Xiaoping, and Doug and Roy's help was greatly appreciated by the Chinese team.

### SWS Support of Steel Works

Also doing the Australia/China/return trip have been SWS Specialists Alan Bounds

Xerox Shanghai has embraced the MRP concept as essential to the success of China's modernisation program begun a decade ago by Deng Xiaoping.

(WGO) and Michael Watts (SNO), who presented the story of BHP's success with large-scale Computer Integrated Manufacturing (CIM) conversion, which has taken place over the past five years at BHP's Port Kembla steel works.

The BHP analogy suited the Chinese, who face a similar conversion process with existing manual-controlled operations that are going CIM on a plant-wide basis. Whereas BHP's Port Kembla produces 4 million tones of steel per annum, the huge Bao Shan however will produce 10 million tones.

Because of their considerable experience at Port Kembla, Alan and Michael were able to provide a detailed brief on implementing and converting to CIM to the PRC's Bao Shan and An Shan steel works' managers. ●



DOUG STRACEY AND ROY VARLEY spent most of their time in the heavily industrialised east, in cities such as Harbin.

## ...AND HELPING TO TRAIN THE FAR EAST



TOM SCHWARZ AND TEVOR GREGORY pose with their Korean class.

Senior Edu Instructors at SNO Tom Schwarz and Trevor Gregory spent most of January on a whirlwind tour of Asia visiting Korea, Thailand, Philippines, Hong Kong and Taiwan.

Not that they had much time for sightseeing and sampling the local cuisine, because they didn't! Their time was instead spent conducting Digital Product Services training - one-day to two-week intensive sessions with Far East Region (FER) employees and local Complementary Solutions Organisations (CSOs).

This was the third trip to the FER by SPR Instructors because not only is there a scarcity of experienced Instructors in this part of the world, but there are benefits to our Partnership for Development Agreement with the Australian Government. ●



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Digital's VP for GIA Sales and Marketing, Bruce Ryan, shares his thoughts on today's business trends.

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Significant gains in quarterly and year-to-date figures.

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Sydney District Sales Manager Lynden Lane hosts a tour of 'Digital House'.

### 6 Digital On Ice

Antarctica, from Mawson's Morse code to 'the world's longest RS-232 cable'.

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Overheard on the grapevine.

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Did you hear the one about...?

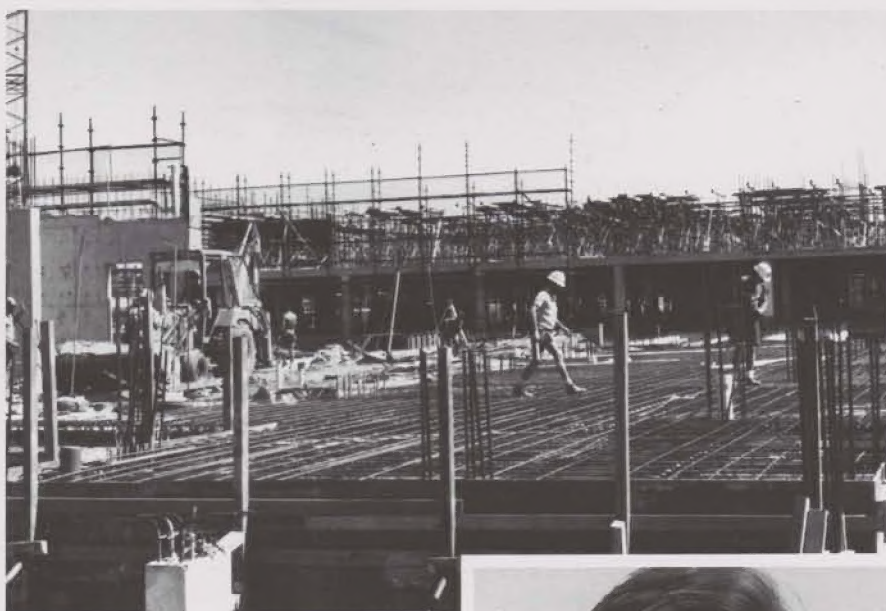
### 13 Service Awards

A company is known by the people it keeps.

### 15 Cooking with the Chinese

There's a lot of exports to be made to a market over 50 times the size of SPR!

## MAGGIE JOINS RHODES TEAM



Maggie Alexander, DECUS (Digital Equipment Computer Users Society) South Pacific Chapter Administrator, recently accepted an invitation from Subsidiary Manager Frank Wroe to join Corporate Architect Chris Hood and Regional Facilities Manager Vince Hughes on the Rhodes Project Team.

Maggie is now putting the needs of our various business functions to the design team as the new Regional Headquarters takes shape. In this role, she is playing an important part in the final fit-out of Rhodes' office space and will also help organise the FY90 move of over 800 employees to the site - all this while maintaining her DECUS responsibilities.

Maggie is following through on the great work done by former User Representative Ray Whitfield, who left the Rhodes Project Team in July last year to assume National Corporate Account management responsibilities in the Sales organisation for, among others, Westpac. ●



DIGITAL'S SPR REGIONAL HEADQUARTERS at Rhodes is shaping up at breath-taking speed. Seen here are workpeople preparing one of the floors for a concrete pour. Inset: Maggie Alexander, who has joined the Rhodes Project Team.

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MAX BURNET  
CORPORATE RELATIONS MANAGER  
SND 6